## CLAIMS

- A rotogravure coated paper comprising a coating layer containing a pigment and an adhesive on a base paper,
- wherein the coating layer contains an inorganic pigment having a volume-based distribution in which 65% or more of particles are in the particle diameter range of 0.4-4.2  $\mu$ m and a hollow sphere synthetic pigment having a mean particle diameter of 0.1-0.6  $\mu$ m.
- 10 2. The rotogravure coated paper of claim 1 characterized in that the hollow sphere synthetic pigment is contained in an amount of 2-30 parts by weight per 100 parts by weight of the inorganic pigment.
  - 3. The rotogravure coated paper of claim 1 or 2 characterized in that 3-12% by weight of an amorphous

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- silicate is contained on the basis of the weight of the base paper.
- 4. The rotogravure coated paper of any one of claims 1 to 3 characterized in that 75 parts by weight or more of
- 20 kaolin is included as an inorganic pigment component in 100 parts by weight of the inorganic pigment.
  - 5. A process for preparing the rotogravure coated paper of any one of claims 1 to 4.